

WORKSEET:

Simplify ~~sample copy~~

Simplifying copy isn't about hacking and slashing through words until there's nothing left. Context is important. Simplifying might mean eliminating words, reordering details, or presenting your copy in a different way. Instead of text, you might decide to use a chart, video, or infographic to better get your point across.

Check out these examples and consider how you would simplify the copy with the location and purpose in mind.

How would you simplify this copy for a product page?

The EZCharger Plate is an electrical outlet plate with a pair of built-in USB charging ports. By making the task - and process - of charging electric devices as conducive as possible, this invention salvages time and strengthens batteries when you need it the most.

How would you simplify this copy that appears next to the subscription form on a newsletter signup page?

To subscribe to our newsletter, please use our signup form below. Enter your valid email address in the appropriate corresponding field marked “Email” so we can deliver our newsletter as soon as we send it out.

How would you simplify this copy that appears at the top of the product description page for your app?

MagicalWand is a cross-browser document-sharing app that centralizes your documents and work-related files, allowing you to share them with your work colleagues so they can work on them online from any place in the world.

How would you simplify this copy that appears on a “Pricing Options” page just above a “SIGN UP” call to action?

The price for our platform depends on how many users you've got. If you have more than 10 users per month, we will charge \$10 for each person. So, if 10 people use our platform, that will cost \$100 per month. But if your company has less than 10 users per month, we charge a flat monthly fee of \$50 per month. But if you only have 1 user, it's totally and completely free.